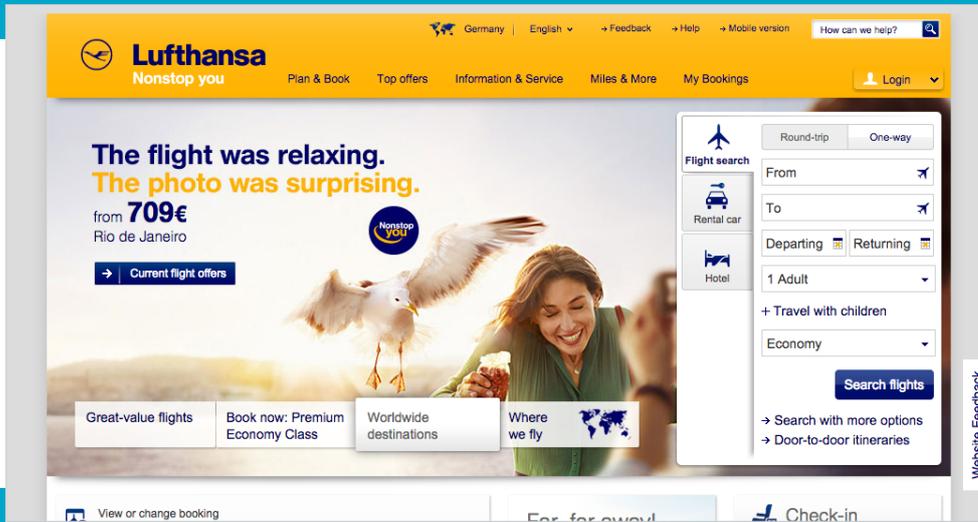


Improving & tracking online customer satisfaction



Industry: Airline
Website: Lufthansa.com
Using Live Since: Dec 2014

Lufthansa Passenger Airlines is part of the Lufthansa Group.

It consists of 5 business segments which cover the areas of passenger transportation, airfreight, and airline services.

Website Feedback

“

The screenshot function is invaluable. It makes it much easier to reproduce and understand customers' concerns.

”

Corinna Birkhofer,
Online Sales & Analysis at Lufthansa

Takeaways

- Lufthansa wants to identify website issues and listen to customer needs in order to retain satisfied, loyal customers.
- The availability of performance metrics within Live for Websites is invaluable to Lufthansa. This allows customer satisfaction levels to be monitored. A great way to earn loyal customers!
- Website users do the work for Lufthansa, pointing to where the website needs improvements. Lufthansa's customers are helping to improve their own levels of satisfaction.

The Customer-first Approach

Lufthansa has a huge focus on retaining satisfied, loyal customers. Ensuring their website visitors are well served is key in achieving this. To do this, Lufthansa must identify website issues (bugs, UX problems) and listen to customer needs (listening to input and adding requested changes).

In short, Lufthansa required a tool that would not only find and report issues to help them better understand their customers, but also monitor customer satisfaction levels over time.

Tracking Customer Satisfaction

Lufthansa's diverse needs called for a diverse tool. Lufthansa became a Live for Websites customer in December 2014.

The availability of performance metrics allows Lufthansa to track their customer satisfaction levels. As Corinna Birkhofer, Online Sales & Analysis at Lufthansa says,

“We plan to use the overall [UX] rating and the NPS to see customer satisfaction improvements.”

Letting Customers Guide the Way

Lufthansa began to see high quality insights into customer needs. Using the Live for Websites feedback button, site visitors report all manner of things; not only website bugs and typos, but pricing and product changes. Users show Lufthansa where their user experience needs improvement and suggest fixes! Customers contribute to their own satisfaction levels.

And this is where Live for Websites' unique features begin to shine for Corinna,

“The screenshot function is invaluable. It makes it much easier to reproduce and understand customers' concerns.”

Within Lufthansa's team, feedback is channeled and handled by the relevant colleagues.

Therefore, Lufthansa makes heavy use of labels to 'tag' feedback as it comes in. Labels filter feedback for the dedicated team members, whilst automated emails alert them that new feedback has come in. This synergy ensures the team resolves issues quickly – keeping customer satisfaction high.